Marketing and Publishing

This cluster provides physical and graphical design services, digital and hard copy publishing, and marketing including advertising creation, marketing research, media buying, and public relations. The technical report, *Metropolitan Chicago’s traded industry clusters*, offers extensive data on the characteristics and performance of the region’s core industrial assets since 2001, available for download at https://cmap.is/Traded-Clusters.

In recent years, the cluster’s competitive position held steady as it remained specialized in the national context.

In the Chicago region in 2017, this cluster consisted of

- **$15.6 billion** total output
- **85,000** jobs
- **6,500** establishments
- **+75%** more jobs than national average

Workers in this cluster tend to be less racially diverse than the regional labor force.

- **26%** non-white
- **53%** female
- **27%** over age 50

In the Chicago region in 2017, this cluster consisted of

- **+6%** jobs
- **+14%** total output

San Francisco

- **+88%** jobs
- **+470%** total output

New York

- **+14%** jobs
- **+47%** total output

Middle-skill workers have less opportunity than the regional average.

- **$41,663** 25th wage percentile
- **$52,425** 50th wage percentile
- **$73,533** 75th wage percentile

77% of workers have an associate's degree or higher

20% of jobs typically require at least 2 months of on-the-job training

Source: CMAP analysis of Economic Modeling Specialists International data (Emsi 2018.4).